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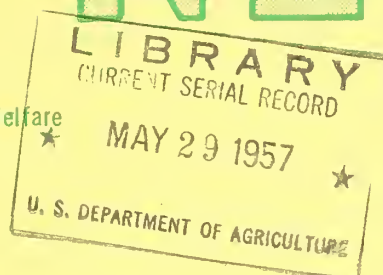
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"We must open wider the doors of opportunity....  
for the good of our country and all our people"  
President Eisenhower

## RURAL DEVELOPMENT PROGRAM

### Committee for RURAL DEVELOPMENT PROGRAM

Under Secretary, Department of the Interior  
Under Secretary, Department of Agriculture (Chairman)  
Under Secretary, Department of Commerce  
Under Secretary, Department of Labor  
Under Secretary, Department of Health, Education, and Welfare  
Administrator, Small Business Administration  
Member, Council of Economic Advisers



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The heading above shows the new composition of the Committee for RURAL DEVELOPMENT PROGRAM, as recently enlarged. The Small Business Administration has been added, with Mr. Wendell Barnes, the administrator, serving on the committee. Other new members of the committee include the recently appointed Under Secretaries of the Interior; Labor; and Health, Education, and Welfare. Under Secretary of the Interior Hatfield Chilson was formerly Assistant Secretary for Public Land Management; Dr. John A. Perkins, Under Secretary of the Department of Health, Education, and Welfare is on leave as president of the University of Delaware; and Mr. James T. O'Connell, Under Secretary of Labor, is a former New York manufacturing executive.

During the past month, the Committee for RURAL DEVELOPMENT PROGRAM has held two meetings, planning departmental activities to keep pace with growing interest and State participation in the program.

### SBA JOINS PROGRAM; MANY BUSINESS AIDS AVAILABLE

The Small Business Administration, a U. S. Government agency with important lending and technical services to support business and industry development, has been added to the list of Federal departments and agencies taking part in the Rural Development Program.

Some SBA services that might be useful in pushing forward local development programs:

- Counsel to small business firms on financial problems and sources of private credit.

This is one of a series of periodic reports on Rural Development Program activities of business, farm civic, government and other community leadership working together. If you have information that might be of interest to those participating in the program or you wish to receive this Newsletter, address communications to the Editor, Rural Development Program News, Office of Information, Department of Agriculture, Washington 25, D. C.

- Loans for construction, equipment, machinery, supplies, materials, and to supply working capital for small firms, where private credit is not available.
- Credit to local development groups or corporations covering part of the cost of constructing industrial buildings.

SBA also publishes booklets and other aids designed to help owners and managers in operating their businesses. The agency, whose field personnel have already supplied technical advice in several State Rural Development Programs, has field offices in the following participating States: Alabama, Arkansas, Georgia, Illinois, Indiana, Louisiana, Kentucky, Maryland, Michigan, Minnesota, Missouri, North Carolina, Ohio, Oklahoma, Pennsylvania, Tennessee, Texas, Virginia, West Virginia, and Wisconsin. Program leaders can get information about SBA's services by contacting the appropriate field office.

#### **INDIANA COUNTY STEPS UP INDUSTRY PROMOTION THROUGH RD COMMITTEE**

New drive has been given to industrialization in Perry County, Indiana's pilot county, through the work of the representative rural resource development committee and the growing interest of people there in economic improvement projects. According to a recent report, four new industries have been established in the county, at least one of which was influenced by information on county resources prepared and distributed by the development committee.

#### **CHURCH LEADERS HEAR DISCUSSION OF PROGRAM**

At a meeting early in March with Department of Agriculture officials, rural church leaders representing some 20 Protestant and Catholic organizations heard Under Secretary of Agriculture True D. Morse discuss the Rural Development Program and the importance of rural church cooperation. The church leaders were particularly interested in progress being made in pilot counties. A resolution adopted at the winter meeting of the National Catholic Rural Life Conference also urged increased cooperation in the Rural Development Program. The resolution stated that rural pastors might ask themselves "if they might not, at their grass-roots level, make a much more active contribution to the work of the program and in general to the solution of the problem of low-income farm families in their areas."

#### **TWIGGS COUNTY, GEORGIA, ISSUES FIVE-YEAR IMPROVEMENT PLAN**

With the comment that a development program should "be flexible to meet changing conditions" and include plenty of opportunities for evaluating progress, Twiggs County, Georgia, rural development leaders have issued a booklet listing goals in their unified farm, industry, community five-year improvement program. In agriculture, for example, goals include an increase in the percentage of farms planting hybrid corn from 60 percent in 1956 to 100 percent in 1961

and an eight-fold increase in the number of farms using unit planning. Twiggs County leaders also have their sights set on improvement in other fields--better school attendance, a doubling of homes with bathrooms, a 75 percent increase in the number of children having a full series of polio shots. "Change is an inevitable part of our lives," says a foreword to the program booklet, "we must take advantage of every opportunity ... this necessitates planning and a vision of the future."

### INTEREST GROWS IN RURAL HEALTH PROJECTS

To build healthier rural communities is a major goal in many Rural Development Program counties, and the importance of this goal has been highlighted in recent weeks by a growing list of Federal, State, and private activities.

The American Medical Association's Council on Rural Health has informed its members in the 24 States with Rural Development Programs of the attention being given improved health services in pilot county work. At the Council's annual meeting in Louisville, Kentucky, specialists in rural health heard U. S. Surgeon General Leroy E. Burney describe medical care and public health resources in pilot counties as lagging behind national averages. "Physicians and public health agencies," he said, "have an obvious responsibility for cooperating with State and local Rural Development Program committees to tackle the health aspects of their problem."

Dr. Burney's observations were based on a recent report, issued by the U. S. Public Health Service, comparing health conditions in Rural Development Program pilot counties with those in other counties in the Nation. According to this report, infant mortality rates in the former are 13 percent higher; the number of health department doctors almost 50 percent lower; local spending for public health services only 21 cents per capita compared with 93 cents in other counties.

Concern for health improvement in pilot counties is shown graphically in another report -- this one issued by the Agricultural Marketing Service -- analyzing health projects in these counties through January 1. In 16 States one or more people active in public health work are members of State-level rural development committees. Thirteen States are planning or have started health surveys in program counties. Citing Tennessee as an outstanding example, the AMS report states that one pilot county in the State has financed a new water supply for the county seat, the Hardin County Health Department has doubled inoculations against disease in recent months, and Grainger County has made a substantial contribution to the cost of building a health clinic.

(If you want a copy of the two-page Public Health Service report described above and/or the AMS analysis of health projects in pilot counties, write the Editor, Rural Development Program NEWS, Office of Information, Department of Agriculture, Washington 25, D. C.)



**USDA SPECIAL REPORT GIVES DETAILED  
PICTURE OF RD PROGRAM TO DATE**

More than 500 agricultural and other leaders in 24 States have a part in the Rural Development Program through their work on State committees; eighty of them represent non-government agencies and 152 non-agricultural agencies and organizations. These and other up-to-date facts on the Rural Development Program were released last month by the Department of Agriculture in a special report, Rural Resource Development, based on information received from pilot counties in the 24 States now going forward with this work.

Rural development committees, with a total of 1100 members, have been organized in more than 43 pilot counties. The majority of people on these committees are not connected with government agencies.

To assist local leaders in the Rural Development Program, educational and government agencies have added (as of February 1) 87 associate county agents or specialists; full or part-time conservation technicians in 42 counties; 23 employees to staff 8 new FHA offices in pilot counties. And non-agricultural agencies -- State departments of labor, vocational education, boards of health, development commissions -- are putting special services into several pilot counties.

Describing individual development projects in more than 25 pilot counties, the report states: "The variety of projects, the continuing, growing interest throughout program areas on the part of farmers, businessmen, and organization representatives indicate their intention to use the Rural Development as an effective new method for stimulating community-wide economic and social progress." (If you want a copy of this special sixteen-page report, write the Editor, Rural Development Program NEWS, Office of Information, U. S. Department of Agriculture, Washington 25, D. C.)

-- The Agricultural Conservation Program Service, has joined other USDA agencies cooperating in the Rural Development Program. Thomas L. Ayers, assistant to ACPS administrator Paul Koger represents the agency on USDA working-level committees.

-- A new publication of the Agricultural Marketing Service, Farm-Operator Family Level-of-Living Indexes for Counties of the United States, covering the years 1945, 1950, and 1954, points out that "farm-operator families in the U. S. as a whole have improved their levels of living significantly between 1950 and 1954." In a number of counties in and around the South the 1954 indexes rose by 100 percent or more.

-- Addressing the 15th annual meeting of the National Rural Electric Cooperative Association, David A. Hamil, REA administrator, had this to say about industry promotion: "I would like to see all of you working to attract more industry to your areas...and if there is any question whether you should serve industrial loads, let me say that I believe that you have an obligation...to see to it that all potential consumers are served."

-- The Boy Scouts of America Rural Scouting Service has prepared and circulated a short report on scouting activities in Rural Development Program counties and scout cooperation with local committees.